

# ABSTRACT OF THE DISCLOSURE

The invention provides a display control apparatus and a display control method wherein, where digital gradation display is performed, occurrences of a moving picture pseudo contour can be reduced simply. A signal production circuit produces a signal for driving a display section so that light of divisional light amounts obtained by dividing light amounts corresponding to bits which compose digital values which are pixel values may be emitted in a such manner as to be distributed within a time corresponding to one screen. In this instance, where both of a first light amount corresponding to a predetermined bit and a second light amount corresponding to a bit in a lower order by one bit to the bit are divided, the first and second light amounts are divided so that the division number of the first light amount may be smaller than twice the division number of the second light amount.